

Message Text

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PAGE 01 STATE 069525
ORIGIN COME-00

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STATE/EB/OCA/CD/RDAY (INFO)
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-----048540 190718Z /15

R 172309Z MAR 78
FM SECSTATE WASHDC
TO AMEMBASSY BUDAPEST

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E.O. 11652: N.A.

TAGS: EEWT, HU

SUBJECT: FY 1978 COMMERCIAL ACTION PROGRAM

REFS: BUDAPEST A-69, BUDAPEST 446, BUDAPEST A-009,
BUDAPEST 3708, USDOC 2715

1. COMMERCE AND STATE ARE VERY PLEASED WITH THE EMBASSY'S
EXCELLENT, FIRST COMMERCIAL ACTION PROGRAM FOR HUNGARY FOR
FY 78. INTERAGENCY GROUP MET DURING FEBRUARY TO DISCUSS
THE CAP AND TO PROVIDE THE EMBASSY WITH ASSISTANCE AND
GUIDANCE ON HOW TO BEST CHANNEL THE EMBASSY'S COMMERCIAL
EFFORTS. GIVEN THAT MANY OF THE ACTIVITIES ARE KEYED TO

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EVENTS THAT HAVE ALREADY TAKEN PLACE AND THE FACT THAT
FY 78 IS HALF OVER, EMBASSY MAY WISH TO INCORPORATE THESE
COMMENTS AND SUGGESTIONS INTO PREPARATION OF FY 79 CAP AS
WELL AS INTO FY 78 ACTIONS.

2. SECTION 1. GIVEN RECENT PROGRESS ON EXTENSION OF MFN,
INTERAGENCY GROUP SUGGESTS EMBASSY DEVELOP AND TRACK NEW

OPPORTUNITIES WHICH WILL BE OPENED UP BY MFN STATUS.

3. SECTION 4, CAMPAIGN 1. COMMERCE IS PLEASED WITH THE SUCCESS OF THE FROZEN FOOD TECHNOLOGY AND EQUIPMENT TSS HELD IN JANUARY. (REFTEL BUDAPEST 446.) ADDITIONALLY, THOUGH SCHEDULED FOR FY 79, MEAT AND DAIRY PROCESSING EQUIPMENT TSS (OCTOBER 1978) SHOULD ENHANCE THIS CAMPAIGN.

4. CAMPAIGN 2, ACTIONS PLANNED. AS THIS CAMPAIGN IS DEVELOPED, EMBASSY MIGHT RECOMMEND SPECIFIC THEMES IN THIS AREA FOR POSSIBLE U.S. EXHIBITIONS IN FY 79. COMMERCE ALSO APPRECIATES REPORT ON (REF A009) MEETING WITH HUNGARIAN OFFICIALS OF TELECOMMUNICATIONS ASSOCIATION.

5. SPECIAL PROJECT 1. EMBASSY REPORT ON MIPEL (REF BUDAPEST 3708) IS NOTED AND APPRECIATED. EMBASSY SUPPORT WAS MOST HELPFUL.

6. SPECIAL PROJECT 3. EXHIBITION DIRECTOR DHIR ALSO WILL WISH TO MAKE PERSONAL CALLS ON APPROPRIATE MINISTRY AND FTO OFFICIALS. (REF USDOC 2715.)

7. SPECIAL PROJECT 4. COMMERCE IS PARTICULARLY INTERESTED IN EFFORT TO ACCUMULATE AND MAINTAIN INFORMATION ON FTO'S AND NAMES OF CONTACTS WITHIN SAME. INFORMATION COLLECTED UNCLASSIFIED

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SHOULD BE REPORTED REGULARLY.

8. SPECIAL PROJECT 5. EMBASSY REQUESTED TO REPORT RESULTS TO COMMERCE AS INVESTMENT AND COOPERATION OPPORTUNITIES. SUCH INFORMATION WILL BE DISSEMINATED FURTHER TO U.S. BUSINESS COMMUNITY.

9. SPECIAL PROJECT 6. STATE AND COMMERCE ARE PARTICULARLY INTERESTED IN ANY INFORMATION ABOUT HUNGARIAN LAWS AFFECTING U.S. COMMERCIAL INTERESTS.

10. SPECIAL PROJECT 7. WE THINK A COMMERCIAL NEWSLETTER WOULD BE VERY USEFUL. WE ARE INTERESTED IN YOUR EVALUATION OF FEASIBILITY OF PUBLISHING A NEWSLETTER.

11. NON-CAMPAIGN TRADE PROMOTION. AS AN ADDITIONAL SPECIAL PROJECT INTERAGENCY GROUP SUGGESTS THAT POST AND COMMERCE EVALUATE AND FOLLOW-UP PREVIOUSLY SPONSORED USG EVENTS BY CONTACTING BOTH HUNGARIAN AND U.S. PARTICIPANTS. THIS EVALUATION WOULD BEGIN ONE YEAR AFTER

EVENT, AND WOULD PROVIDE AN INDICATION IF EVENT

A) GENERATED ANY INTEREST WITHIN APPROPRIATE HUNGARIAN ORGANIZATION, AND B) PROVIDED ANY REAL SALES OR OPPORTUNITIES FOR U.S. BUSINESS. FOLLOW-UP WOULD ALSO PROVIDE USG VALUED GUIDANCE FOR SUBSEQUENT PLANNING OF RELATED TRADE PROMOTION EVENTS.

12. INTERAGENCY GROUP SUGGESTS THAT THE EMBASSY ADD ANOTHER SPECIAL PROJECT. EMBASSY SHOULD UNDERTAKE A STUDY ON A CONTINUING BASIS OF ALL FOREIGN COMMERCIAL REPRESENTATIONS IN HUNGARY TO DETERMINE HOW THEY OPERATE, HOW THEY OBTAINED AND MAINTAIN FACILITIES, AND WHAT PROBLEMS THEY EXPERIENCE. SPECIFIC ATTENTION SHOULD BE PAID TO THE ACTIVITIES OF REGISTERED COMPANIES.
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SINCE TO OUR KNOWLEDGE, THERE ARE VERY FEW FOREIGN OFFICES, THE EMBASSY SHOULD ATTEMPT TO SURVEY ALL FOREIGN FIRMS. THE INFORMATION COLLECTED SHOULD BE REPORTED AS DEVELOPED.

13. FINALLY, EMBASSY SHOULD BEGIN PLANNING OF FY 79 CAP. MANY PROJECTS AND ACTIVITIES IN FY 78 CAP SHOULD BE INCORPORATED AND CONTINUED NEXT YEAR.

14. ANY OBSERVATIONS EMBASSY MIGHT HAVE ON THESE COMMENTS WOULD BE WELCOMED. VANCE

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Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
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